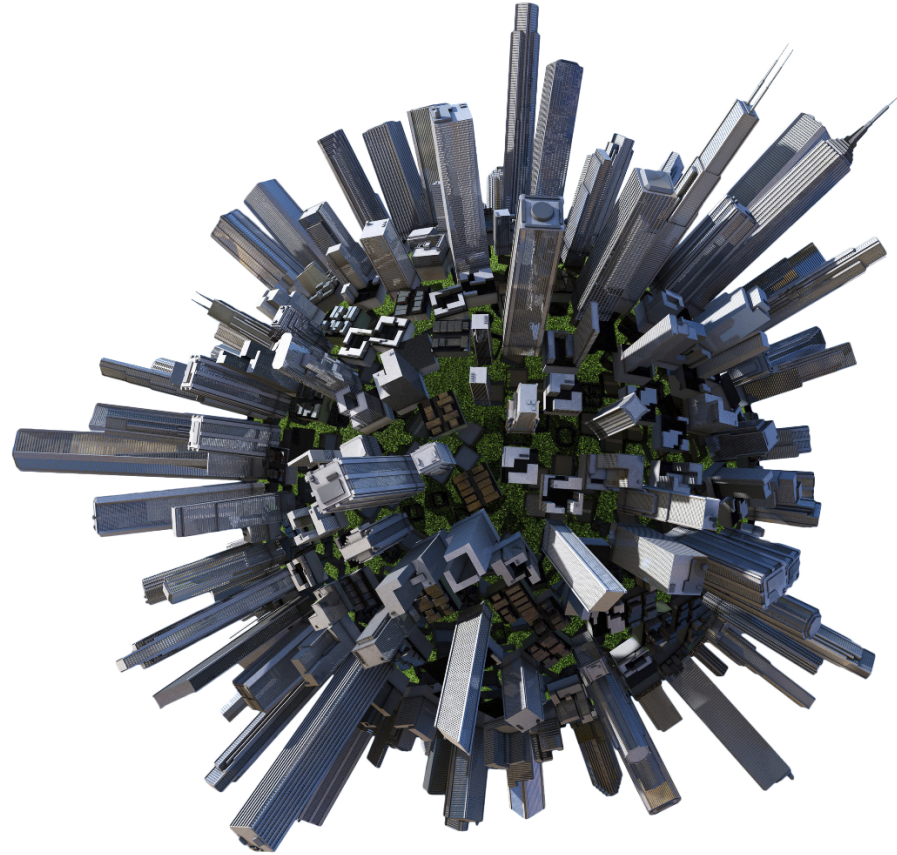




Future *of* Mobility



Mobility Operating System

December 2017

Optimizing mobility will enable public services to remain accessible, encourage economic growth, and improve quality of life for all residents



Efficiency and Optimization

- True equilibrium of transportation supply and demand
- Seamless multi-modal transport of people and goods
- Significant increases in passenger and goods throughput



Sustainability

- Reduction of auto-related carbon emissions
- Shift to greener and more efficient transport
- Enabling of electric vehicle infrastructure
- Repurposing and revitalizing infrastructure to be “fit for purpose” for 21st century needs



Public Safety

- Improve public safety with new, advanced forms of transportation
- Ensure all residents can safely move from point to point

Accessibility

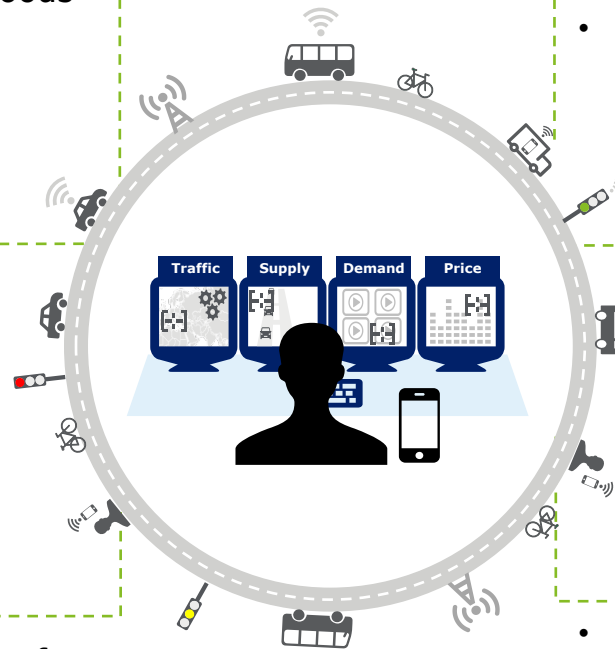
- Improve access to transportation for underserved populations
- Greater access to education, healthcare, economic opportunity, and core necessities

Health and Welfare

- Increase access to healthcare and medical services
- Reduce pollution to improve public health
- Lower stress

Commerce

- Launch new industries and sources for economic growth
- Increase economic development
- Stabilize long-term budgets and solvency through monetization of the mOS
- Improve transportation asset utilization and real estate



While several solutions have been introduced, they are largely uncoordinated and could even exacerbate current urban challenges

Existing Disparate Solutions



Ride-share





Public Transport





Car Share





Freight & Logistics





Mobility as a Service





Remote Services



Impacts

Increases vehicle miles traveled and adds more vehicles to already overcrowded city streets

Services are not universally accessible for all socio-demographics and regions, creating further division and inequity

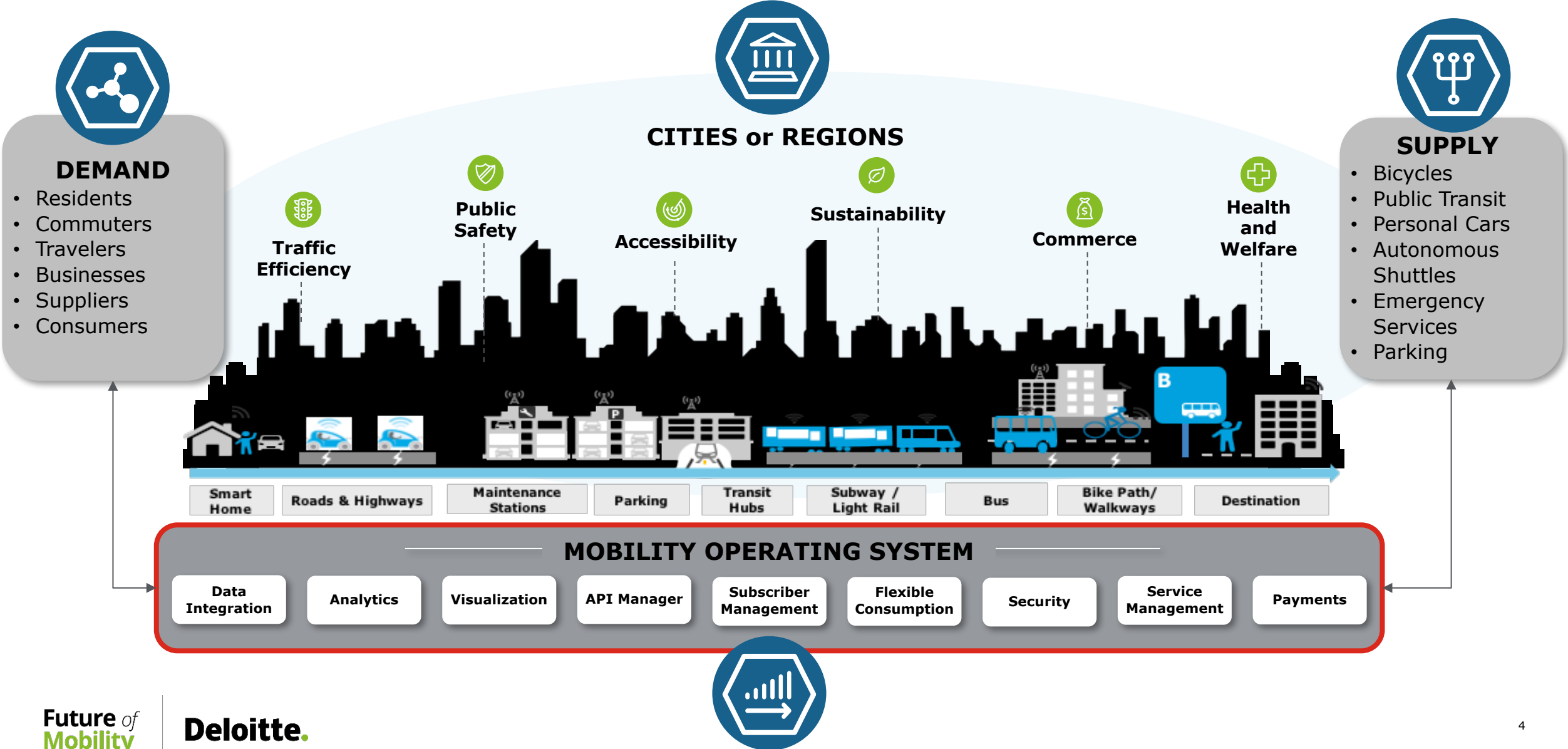
Does not significantly improve sustainability

Leads to sub-optimal and uncoordinated networks

Data is generally limited to single-mode transportation, inhibiting system wide gains

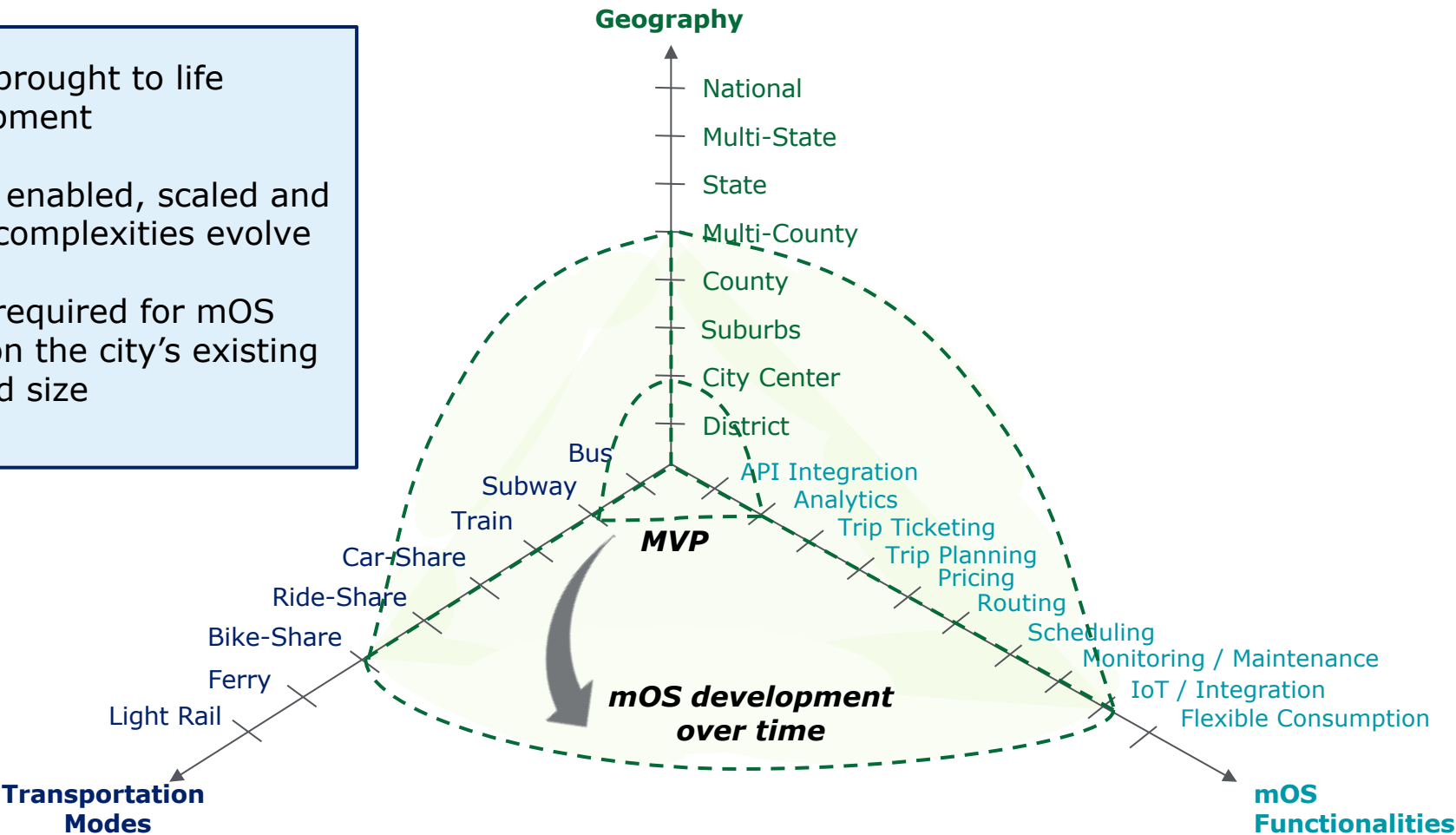
If not coordinated within a more integrated system across all modes of transportation, low-cost and high-convenience mobility services will exacerbate existing urban challenges

A Mobility Operating System is needed to help cities or regions optimize supply & demand for transportation



The Mobility Operating System will scale as the mix of geography, transportation modes and platform functionality expands

- mOS service offerings will be brought to life through key capability development
- These capabilities will need to be enabled, scaled and matured as the offerings and complexities evolve
- Timing, effort, and resources required for mOS development will vary based on the city's existing capabilities, infrastructure, and size





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